

Aaron Borrowman

From: Richard Tad Lepman [tad@bieor.com]
Sent: Tuesday, April 13, 2004 4:31 AM
To: tad@bieor.com
Subject: TVA rel 3 NCR Press Release

from url: <http://www.teradata.com/t/go.aspx?id=119099>

Teradata
a division of  NCR

Search:

EXECUTIVE CENTER **TECH CENTER** **TERADATA USER GROUPS**

SOLUTIONS | **NEWS** | **EVENTS** | **FEATURED CUSTOMERS** | **PARTNERS** | **LIBRARY** | **CUSTOMER SERVICES** | **CONTACT**

News

Search Archive

Select Country

Login/Register

E-mail Address:

Password:

Login

-> What's a T-Pass?
-> Register for a T-Pass
-> Forgot Password?

Quick Links

-> CRM
-> Data Warehousing
-> E-Business
-> Industry Solutions

Related Sites

-> NCR.com
-> Teradata User Groups
-> Teradata Magazine
-> Teradata PARTNERS User Group Conference and Expo
-> Teradata Center for CRM at Duke University
-> Teradata Customer Services
-> Education/Certification
-> Career Information

Teradata Announces New Version of Value Analyzer - 3/15/2004

Contact: Dan Conway, Teradata Division, NCR Corporation
Telephone: (858) 485-3029
E-mail: dan.conway@teradata-ncr.com

Detailed profitability analysis now available for all industries

DAYTON, Ohio – Teradata, a division of NCR Corporation (NYSE: NCR), today announced a new version of its award-winning Teradata Value Analyzer™, the only analysis tool that calculates profitability at the detail level driven by customer behavior. Much admired for its strength in the banking and telecommunications industries, Teradata Value Analyzer 3.0 is now available for all industries.

"Profitability analysis by product, channel and customer is an essential part of the planning process to make decisions regarding resource allocation, product development and for identifying pockets of opportunity," said Kim Collins, Gartner analyst.

The insights generated by Value Analyzer enable an assessment of all types of business profitability and support swift, sound decisions guiding marketing, product and customer service initiatives, according to Mike DeBrosse, vice president of Teradata. "In today's economy, using a profitability measurement solution that depends on averages doesn't make sense. Details answer the question 'why' and provide companies with actionable information that can create a competitive advantage. Averages don't."

Teradata Value Analyzer's detailed, behavior-based approach differs from more traditional measurement tools that determine profitability by using high-level averages or aggregations. Without the details that drive revenue and costs, companies are left with an inaccurate view of value leading to misguided business decisions that affect the bottom line.

Teradata Poll

What percentage of your corporation's data resides outside of your Enterprise Data Warehouse?

None

4/19/2004

EXHIBIT D

- About 25%
- About 50%
- 75% or more

[View results](#)

Teradata Value Analyzer provides for flexible and robust analytical capabilities that support strategic decisions. It supports the detail flow of revenue and expenses through all entities of the organization, providing an important link between standard finance-led organizational profitability and detailed customer profitability. Making cost flows, it also supports the creation of activity-based management processes and calculations.

Teradata Value Analyzer calculations are easily completed inside the Teradata data warehouse engine, rather than consuming resources and time moving large amounts of data in and out of a separate system as it is processed. In addition to speed of the calculations, accuracy, which is critical for making confident business decisions, is not compromised. Working in a single integrated database, Teradata allows for an actionable review of all data, not just a sample that may offer misleading clues to profitability.

About Teradata Division

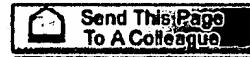
Teradata, a division of NCR Corporation (NYSE: NCR), is the global technology leader in enterprise data warehousing, analytic applications and data warehousing services. Organizations around the world rely on the power of Teradata's award-winning solutions (www.teradata.com) to get a single, integrated view of their business to enhance decision-making, customer relationships and profitability.

About NCR Corporation

NCR Corporation (NYSE: NCR) is a leading global technology company helping businesses build stronger relationships with their customers. NCR's ATMs, retail systems, Teradata® data warehouses and IT services provide Relationship Technology™ solutions that maximize the value of customer interactions and help organizations create a stronger competitive position. Based in Dayton, Ohio, NCR (www.ncr.com) employs approximately 29,000 people worldwide.

#

NCR and Teradata are trademarks or registered trademarks of NCR Corporation in the United States and other countries.



[Home](#) [About Us](#) [Media Relations](#) [Site Help](#) [Site Search](#) [Privacy/Legal](#)